

Editor's Introduction to Volume 2, Issue 2 of Expert Journal of Business and Management

Simona VINEREAN*

Sprint Investify

The second issue of the second volume of *Expert Journal of Business and Management* presents interesting articles that explore business and managements issues in terms of the exploring the organizational culture and strategic directions in Montenegro, decision making process in the tourism industry, the implications of the implementation of the 3D CAD software in business operations of new product development teams. Thus, the topics and research methods presented in this issue make meaningful contributions to business knowledge and offer a wide range of perspectives from different countries. Further, I present a short description of each article published in *Expert Journal of Business and Management*, vol. 2, issue 2.

In *Organizational Culture and Its Implementation in the Choice of Strategic Option - Case Study Montenegro*, Nikčević (2014) explores how organizational culture has an impact on choosing and implementing strategies in 16 companies from Montenegro, leading to a comprehensive study of 324 respondents. Moreover, the selection and implementation of a certain strategy through different mechanisms may reinforce or change the existing organizational culture. Management research shows a cause-effect relationship between organizational culture and overall performance and in this line of ideas, the author offers theoretical explanations of this relationship and examines it empirically. In terms of theoretical contributions, Nikčević defines the concepts and presents their significance and content in business management, and then showing empirically that there is a statistically significant connection between organizational culture and the way companies won the competition in the market.

In her paper *Consumption Habits During the Decision Making Process in Tourism*, Vinerean (2014) provides insights on the habits of consumption and patterns that interfere in the decision making process in tourism, as a result of all the changes which appear in the social and economic environment, at a global level. Using a quantitative research in an empirical analysis, the author studies the views of Romanian tourists in terms of the needs and patterns of the consumers and consumer preferences and requirements. This paper on tourists' predisposition to purchase and the patterns that are usually decisive in the decision making process regarding tourism services is of particular interest of tourism businesses and agencies eager to investigate continuously their market in order to better understand the behavior of tourists and offer them those products and services that reflect their needs, desires, and predispositions.

Staita (2014 a, b) examines in his two published articles the implications of the implementation of the 3D CAD software in business operations of new product development. In his first paper, *Coherent Division of Labor in a Three-Dimensional CAD New Product Development Environment*, Staita (2014a) studies the strengths and weaknesses of the 3D CAD software and how the use of it has had repercussions on

* Correspondence:
Simona Vinerean, Sprint Investify, The Bucharest University of Economic Studies

Article History:
Available Online 29 December 2014

Cite Reference:
Vinerean, S., 2014. Editor's Introduction to Volume 2, Issue 2 of Expert Journal of Business and Management. *Expert Journal of Business and Management*, 2(2), pp. i-ii

the life of engineers. In this framework, the author develops a model of establishing an adequate team structure that considers the engineers and the efficiency of the software for the performance of a company, by analyzing the different tasks that can be carried out. To set up a new model, Staita (2014a) starts from a hypothesis that the employment of technical draftspeople for the setting up of technical drawings and product documentation, increases the economic and the socio-psychological efficiency of mechanical development departments in medium-sized companies.

In his second article, *Performance Improvement by Functional-Respectively Competence-Diversity in New Product Development*, Staita (2014b) studies the premises of competence diversity and familiarity that are essential to make a cross-functional team successful, particularly for the new product development teams. The author asserts that diversity in a team is not by nature really qualified to establish the intended collaborative climate. To create competence diversity is not only a global organizational task, Staita (2014b) advises that management must in parallel integrate this requirement adequately into single productive units to enable efficient work and in this respect he proposes a causal model that exhibit different relationships between different team constellations in NewPD teams under 3D CAD conditions and the economic and the socio-psychological efficiency.

References

- Nikčević, G., 2014. Organizational Culture and Its Implementation in the Choice of Strategic Option - Case Study Montenegro. *Expert Journal of Business and Management*, 2(2), pp. 37-46
- Vinerean, A., 2014. Consumption Habits During the Decision Making Process in Tourism. *Expert Journal of Business and Management*, 2(2), pp. 47-53
- Staita, C., 2014a. Coherent Division of Labor in a Three-Dimensional CAD New Product Development Environment. *Expert Journal of Business and Management*, 2(2), pp. 54-61
- Staita, C., 2014b. Performance Improvement by Functional-Respectively Competence-Diversity in New Product Development. *Expert Journal of Business and Management*, 2(2), pp. 62-71



Creative Commons Attribution 4.0 International License.
CC BY